

## **Abstract**

This is a bachelor thesis concerning titled *Loyalty programs: Tesco Case Study*. This thesis is divided into two parts of which the first one is theoretical. In this part the term *loyalty* is defined in the context of marketing and subsequently the definition of the term *loyalty program* is presented. This part also includes a typology of loyalty programs based on their target group, a brief history of loyalty schemes and finally the efficiency of these programs. This topic is much discussed among theoreticians so that is why there are empirical studies and their typology included in this part. The second part of this thesis is focused on Tesco. First the company is briefly introduced and next the history of Tesco is described (in this part the first attempt to introduce a loyalty program is mentioned). Subsequently the Clubcard loyalty scheme is described. This part starts with description creative process and tests of the first versions. Then the Czech version of this loyalty program is described including the principle of collecting points, calculating their value and conditions of participating in the program. The thesis is accompanied with visuals of Clubcard quarterly statement (point billing) and campaign that accompanied the official launch of the program in Czech Republic.